



Small drops of liquid unveil great stories of research information to this American Enka research scientist. The modern Radioisotope Tracer Laboratory is located in the new American Enka Research Center building. Here samples of synthetics are treated with "live" elements so studies can be made as production material is subjected to practical applications and further research treatment.

*the E. I. duPont deNemours Company. "Naturally every other aspect of industrial interest was critically evaluated — some 85 in all — but the caliber of employees was a prime consideration. Employee morale is high, productivity is increasing and the low turnover in the work force indicates stability in the employees. Added to this is the pride the new duPont people*

*have taken in their jobs and their expressed satisfaction with company benefits and working conditions."*

"We have found in North Carolina a very fertile field for industrial expansion and now have two plants here," said C. E. Blass, plant manager for Talon, Inc. at Woodland. "The area is full of intelligent, capa-

ble potential employees—housewives relieved of onerous tasks by modern appliances, farmers released from chores by mechanization—eager to secure industrial work. The State Employment Security Commission has made available a very complete and effective battery of tests for each one of our operations. The correlation of such tests with our actual production performance has been very high."

"Our industrial experience in North Carolina has worked out exceedingly well," stated John W. Bowman, vice-president and treasurer of the Berkshire Knitting Mills of Reading, Pa. "We located near Andrews in 1951 with a brand new industry, so far as the local folks were concerned. Training workers in the skills necessary to the manufacturing of quality hosiery requires people of unusual adaptability—and we found them in North Carolina. The full cooperation of State and local authorities was a prime requisite for successful operation in a new location. We found this in abundance in North Carolina. Good roads between key points, are



From the Smoky Mountains in the West to the Atlantic Ocean on the East, North Carolina abounds in vacation opportunities. At left, a family picnics near Roan Mountain.